

Message Text

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14

ACTION COME-00

INFO OCT-01 ARA-06 EB-07 ISO-00 CIAE-00 OTPE-00 FCC-01

INR-07 NSAE-00 USIA-06 BIB-01 /029 W

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R 302210Z SEP 76

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 7681

INFO USDOC WASHDC

USIA WASHDC

AMEMBASSY BUENOS AIRES

AMEMBASSY CARACAS

AMEMBASSY LIMA

AMEMBASSY LA PAZ

AMEMBASSY QUITO

AMEMBASSY SANTIAGO

C O N F I D E N T I A L BOGOTA 10022

E.O. 11652: GDS

TAGS: BEXP, ETEL, CO

SUBJECT: COLOR TV SYSTEM FOR COLOMBIA

REF: A) LIMA 7792, B) CARACAS 10447, C) BOGOTA 8985 (NOTAL),
D) BOGOTA 9154 (NOTAL), E) STATE 238142

1. IN MEETING WITH EMBOFFS, INRAVISION TECHNICAL DIRECTOR JORGE NASSAR CONFIRMED THAT FINAL DECISION ON COLOR TV HAS NOT BEEN MADE. HE BELIEVES IT WILL BE MADE WITHIN TWO YEARS, ALTHOUGH BUREAUCRATIC INERTIA AND INDECISION COULD CAUSE FURTHER DELAY. (THE MINISTER OF COMMUNICATIONS RECENTLY TOLD THE AMBASSADOR THAT POLITICAL CONSIDERATIONS MAKE IMPLEMENTATION OF COLOR BROADCASTING UNLIKELY BEFORE THE END OF THE LOPEZ ADMINISTRATION IN AUGUST 1978).

2. NASSAR FAVORS NTSC SYSTEM, BECAUSE OF PRICE, EASE OF SERVICING, AND REGIONAL COMPATIBILITY WITH NORTH AMERICA, CENTRAL AMERICA, CARIBBEAN, ECUADOR, AND VENEZUELA. HE DESCRIBED NTSC AS A FAIT ACCOMPLI IN VENEZUELA,
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THOUGH WE UNDERSTAND FROM REFTEL B THAT THIS IS NOT NECESSARILY THE CASE. NASSAR SAID THAT GERMAN AND

FRENCH SUPPLIERS AND GOVERNMENTS MAKE FREQUENT REPRESENTATIONS REGARDING COLOR TV, AND THAT US SUPPLIERS ARE CONSPICUOUS BY THEIR ABSENCE. HE RECOMMENDED MORE EFFORTS BY US SUPPLIERS IN ORDER TO ENCOURAGE GOC TO MAKE A DECISION ON THE COLOR TV QUESTION.

3. NASSARE SAID THAT COLOMBIA WILL PROBABLY LET BIDS SHORTLY FOR A COLOR TV UNIT FOR INTERNATIONAL TRANSMISSIONS, AND THAT IT WILL ALMOST CERTAINLY BE NTSC. LIKEWISE THEY WILL PROBABLY PURCHASE A STUDIO SYSTEM, ALSO NTSC, FOR PRODUCING SOAP OPERAS FOR EXPORT.

4. EMBASSY BELIEVES PROPOSED INVITATION FOR TV DECISION MAKERS MENTIONED IN PARA 3 REFTEL E WOULD BE HELPFUL AND WELL RECEIVED HERE.
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Message Attributes

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Draft Date: 30 SEP 1976
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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: CunninFX
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Disposition Date: 28 MAY 2004
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